

# Co-operative Federation of Victoria Ltd

## Strategic Plan 1998 - 2000

### *Towards 2000*

This Plan provides a strategic direction for the Co-operative Federation of Victoria Ltd from 1998 to 2000.

**Mission Statement**

To develop and promote the co-operative movement as a means of satisfying the economic and social needs of people.

**Objectives**

- 1. To help members improve services to their members by providing information and advice.
- 2. To make representation to government on legislation and policies to facilitate the development of co-operatives.
- 3. To promote co-operatives to the public.
- 4. To facilitate and promote the formation of co-operatives.
- 5. To educate members and the community at large in co-operative principles and practices.
- 6. To facilitate co-operation between co-operatives.

Objective	Goals	Strategies
To help members improve services to their members by providing information and advice.	1. Position the Federation as the key source of co-operative information for members.	1.1 Prepare and distribute fact sheets on the new legislation. 1.2 Organise regional seminars on the new legislation. 1.3 Assist members comply with the new legislation. 1.4 Assist co-operative industry sectors with the new legislation. 1.5 Produce a membership recruitment kit outlining services and benefits as the basis for a membership recruitment drive. 1.6 Provide an accessible information service for members.
	2. Develop a comprehensive package of member benefits based on strategic alliances through 2.1 Strengthen existing member benefit arrangements.	2.1.1 Memorandum of Understanding with Macaulay Community Enterprise Network and Bruce Wickett Insurance Broking 2.1.2 Promotion of services in brochure, kit(s) and newsletter. 2.1.3 Increase number of members using these services.
	2.2 Develop new member benefit arrangements.	2.2.1 Memorandum of Understanding with Purchasing Victoria, Macaulay Community Credit Union and Co-operative Energy Ltd.

		2.2.2 Promotion of services in brochure, kit(s) and newsletter.
2.3 Monitor other possibilities for member benefits with further strategic alliances.		2.3.1 Explore the options in telecommunications. 2.3.2Explore-health insurance services for members of member co-operatives through a Co-operative Health Insurance Plan. 2.3.3Software for co-operatives.
3. Facilitate access to co-operative experience and expertise		1.1 Establish a without prejudice referral list of co-operators 1.2 Establish a without prejudice referral list of lawyers and accountants
4. Implementation of objectives		4. Establish portfolios for directors with each objective serving as a portfolio area.

Objective	Goals	Strategies
To make representation to government on legislation and policies to facilitate the development of co-operatives.		
	1.Develop public policy framework that facilitates the development of co-operatives for presentation to political parties.	1.1 Develop Policy Framework. 1.2 Develop selected area policies as and when required. 1.3 Liaise with government on the introduction, implementation and impact of the new legislation.
	2. Make representation to government when necessary.	2.1Develop and distribute an information kit. 2.2 Prepare Co-operative Briefing Notes as appropriate for political parties and Ministers/Shadows as and when appropriate. 2.3 Distribute copies of the Co-operative Opportunities Project Discussion Papers to selected MPs. 2.4 Identify politicians who are sympathetic to co-operation. 2.5 Seek government recognition of the International Co-operative Day.

Objective	Goals	Strategies
To promote co-operatives to the public.		
	1. Develop and maintain a cooperative profile in public policy debate.	1. Initiate articles on co-operation in the media. 2. Respond to articles on co-operation in the media. 3. Distribute Co-operative

		Briefing Notes to the media.
		4. Develop a media and public relations strategy.
		5. Seek cooperative participation and representation in a wide range of seminars and conferences on various economic and social matters.
2. Encourage co-operatives to promote themselves through local media and public policy debates.		2.1 Develop a co-operatives and the media information sheet.
		2.2 Convene a workshop for co-operatives on working with the media.
4. Continue the Co-operative Opportunities Project Discussion Papers.		4.1 Advertise availability of Discussion Papers.
		4.2 Distribute Discussion Papers to members and interested members of the public.

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Objective	Goals	Strategies
To educate members and the community at large in co-operative principles and practices		
	1. Encourage members to implement education programs in co-operative principles and practices.	1.1 Explore with co-operatives the feasibility of establishing a Cooperative Education Committee whose terms of reference would include developing a member education kit, encouraging co-operatives to allocate funds for co-operative education and training and the possible establishment of a Co-operative Education and Training Foundation.
		1.2 Produce a member benefit kit outlining services.
		1.3 Produce a membership recruitment kit outlining services and benefits as the basis for a membership recruitment drive.
	2. Hold seminars on topical issues.	2.1 Hold seminars as and when required.
	3. Monitor co-operative developments in Victoria, interstate and overseas.	1. Continue liaison with National Cooperative Business Association (USA), Canadian Cooperative Association, UK Cooperative Council and International Cooperative Alliance.
	4. Support co-operative news dissemination.	4.1 Continue Victorian Co-operative News every three months
		4.2 Encourage co-ops to purchase multiple copies of Victorian Co-operative News for directors,

		members and staff.
		4.3 Promote National Co-op Update.
		4.4 Promote cooperativen-l
5. Create opportunities for individuals to become non-voting associates of Federation.		5.1 Develop an associates package which would involve the payment of an annual subscription by individuals who would receive Victorian Co-operative News, receive Co-operative Opportunities Project papers, receive international news, be informed of Task Group activities, participate in occasional social/educational functions and meet with overseas speakers and co-operative delegations.
6. Promote co-operative literature.		6.1Continue sale of Plunkett publications.
		6.2 Extend the range of co-operative publications distributed. e.g. explore the options for distributing publications for the National Cooperative Business Association (USA) and Lone Oak Press Ltd.
		6.3 Extend the distribution outlets for co-operative publications e.g. bookshops and libraries.

Objective	Goals	Strategies
To facilitate and promote the formation of co-operatives.	1. Provide advice on formation issues to individuals and groups wanting to form new co-operatives.	1.1 Co-ordinate information provision and referral with Registry of Co-ops and Co-operative Advisers. 1.2Referralwithout prejudice to lists of co-operators, lawyers and accountants as and when appropriate. 1.3Develop and make available model rules under the new legislation.
	2. Encourage conversion from associations.	2.1Develop Conversion Co-operatives Policy
	3. Encourage conversions from companies.	3.1 Work for change to Corporations Law to enable companies to become co-operatives.
	4. Develop pro-active strategies to generate the formation of co-operatives.	4.1Participate in and promote the Building a Future for Rural Communities through Co-operation as a pro-active process to generate the formation of co-operatives 4.2Explore the options for working with Small Business Victoria.

Objective	Goals	Strategies
To facilitate co-operation between co-operatives		

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| 1. Recognition of achievements by co-operatives and individual co-operators.              | 1.1 Establishment of Annual Co-operative Awards in 1998.   |
| 2. Promote co-operative knowledge of co-operatives.                                       | 2.1 Explore feasibility of producing a co-operative buyers guide which lists all products and services available from co-operatives in Victoria. |
| 3. Explore areas where strategic alliances between co-operatives may have mutual benefit. |  |
| 4. Encourage the development of next generation co-operative leaders.                     | 4.1 Exploring the feasibility of convening a Next Generation meeting of members.   |
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